

I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates.

Viewpoint diversity is not simply measured by the number of commercial media outlets. We all know commercial media has a tendency to think, act, and control the content of the airwaves in such similar fashion and within such a narrow viewpoint as to make any differences almost impossible to see without a media microscope.

Local media play a large roll in telling local people what is going on locally. I do not see that in large media outlets.

Broadcast TV is a very important source of information for those unable or unwilling to sign up for the very expensive, monopolistic cable companies.

Large media corporations swallowing small companies hardly entails more media diversity. In fact, I have witnessed quite the opposite. Gone are the days when TV stations broadcast opinions from the viewers.

The TV news in recent years appears to have become a mouthpiece of the healthcare industry. They practically recite, verbatim, press releases from pharmaceutical companies.

The rightward slant of an already business oriented system hardly needs more conglomeration. In fact, the more independently owned the media becomes the less homogenous it would be.

Please do not weaken the media ownership rules that were designed to promote and protect diversity of media ownership.